

family team captain guide

Setting up your campaign and recruiting team members



start your team at marchforbabies.org

march  of dimes®
march for babies®

Your involvement and fundraising makes our mission possible.

Welcome

Thank you for choosing to be a team captain and honor a baby you love by walking and raising money for the March of Dimes. We hope March for Babies will become one of your family's annual traditions, a time to celebrate and remember. If this is your first year with us, did you know that the money you raise is helping real families in your community? With your participation, more women will have full-term pregnancies and more babies will begin healthy lives.

Thanks again, good luck and have fun!

Sam and Jenny McGaughy
2014 March for Babies Family Team Chairs

Who are you walking for?

The reasons that bring people together to participate in March for Babies are different from team to team. You may be celebrating your baby's progress after a complicated birth or honoring a baby who didn't survive. But everyone shares the same goal — preventing the problems that threaten our babies and saving more families from the fear and heartache of having a baby born too soon or very sick.

get started

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team captain plan

Thank you for serving as a March for Babies team captain! You have an opportunity to reach out to friends, family members and co-workers, telling your baby's story and asking them to join your team and raise money for the March of Dimes. This guide will help you plan a successful March for Babies campaign, and includes tools and resources that can help you and team members stay organized and motivated to help more babies to be born healthier and stronger.

Plan your campaign

- Register your team at marchforbabies.org.
- Aim high by setting a meaningful goal. For returning teams, raise your goal for fundraising and team members to beat your previous best.
- Customize your team page so it's ready for people to sign up.

Recruit team members

- Take just 10 minutes to come up with a list of potential team members.
- List at least twice as many people as you will need. Think of all your family, friends and co-workers as potential candidates.
- The most successful teams have 10 or more fundraising walkers
- Ask in person.
- Don't worry about asking busy people — they get things done!

Motivate team members

- Help team members register online and join the team at marchforbabies.org.
- Set your own personal goal at \$1,000 or more and ask team members to begin with a goal of at least \$200 to \$300.
- Share your story with everyone on the team. Keeping your campaign personal is excellent motivation to the team.
- Make copies of the 5 ways to raise money document at the end of this guide and share them with the team.
- Send weekly updates to keep everyone engaged and informed.
- **Create a team T-shirt** and offer a free lunch or other fun incentive to celebrate your team's progress achievements and milestones. www.marchforbabies.org/family-team-tshirt-order-form.pdf
- Highlight top fundraisers to encourage others.
- After March for Babies, let everyone know about the fundraisers who reached or surpassed their goal.
- Don't forget to thank all team members for a job well done! Consider sending thank-you notes with kids' drawings or other personalized element.



Join an elite group of fundraisers

Last year, 1,500 teams raised \$2,500, and 3,000 teams raised at least \$1,500 or more. Be ambitious with your team goal to join their ranks!

strategies for success

March for Babies day is a time to celebrate your team's success or honor a baby you love. But before that is the important work that helps the March of Dimes continue to improve the health of babies. The first step is to come up with a list of potential donors to your team. For each donor, decide how you will ask them for support and what donation amount you will request.

You can ask in person, through email or letter, or by using the March for Babies online fundraising tool. Keep in mind that it takes an average of 3 asks to one person to get a donation. No matter which methods you use, a good time to make requests is around the 1st and 15th of every month or on Fridays, which is payday for many people.

While you might find it difficult at first to tell your baby's story and ask for donations, you may be surprised at the great responses from people who share your commitment to helping babies. And your personal story makes the cause all the more meaningful. All you have to do is ask! People will be glad to support you in this great cause. Here is just one example of how your fundraisers can raise \$300 (or more):

\$50 – ask two family members for \$25.

\$25 – ask a local business for a donation of \$25.

\$50 – ask five people you know from a local school or sports team for \$10

\$200 – ask five co-workers to sponsor you for \$20 each and ask your boss for \$100.

\$325!

You can also:

- Ask other professionals you come in contact with for a donation, such as your child's teacher, your doctor, area restaurants, haircutters or place of worship.
- Change your voicemail to announce that you are raising funds for March for Babies.
- Bring lunch to work for a week and donate the savings to your team. Ask friends and co-workers to do the same.
- Hold a themed dinner party for at least 10 of your friends and charge a \$50 entrance fee.

stay on target

As a team captain, you can feel good knowing the money you raise is helping babies in your community. Always remember that you and your team members are a valuable part of the fight against premature birth.

- **Raising money**
Fundraising is easier together. The more team members you can add, the higher your fundraising results. If your team goal is \$2,000, having 10 people raising \$200 each is a quick way to get there. Using social media is very effective in reaching more people and encouraging your friends to join your team or make a donation.
- **Share your success!**
Make a big deal about the milestones you hit in your fundraising efforts. Halfway to your goal? Great! Share your success on Facebook, Twitter and other online spaces to raise even more awareness and funds for your team.
- **Show your passion**
Walking and raising money for March for Babies is an excellent opportunity to show your passion for helping families. When asking for donations, be sure to tell people why you're raising money and why you support the important work of the March of Dimes. Personalizing your online page, including your story in emails and talking about it in person to donors are great ways to get your message out there!



to share!

tools for fundraisers

Share the following pages with every member of your team. Information such as the 5 ways to raise money and online fundraising instructions will come in handy in asking for donations.

Useful materials

Download guides, posters and other resources from the team captain toolkit at marchforbabies.org/families. You also will find a team T-shirt order form to purchase customized T-shirts for your team.



5 ways to raise money

When you participate in March for Babies, you raise money to help babies and families in your community. Many participants raise \$200 to \$300 — top fundraisers raise \$1,000 or more. Is there a secret? Not really. The most successful fundraisers use a combination of the five channels below. No matter which ways work best for you and your donors, please know that nationally 76 cents of every dollar you raise is spent on programs that help moms and babies.

1 Online

Join your team at marchforbabies.org and use the online tools to send emails, follow-up messages and thank-yous. Keep track of your donations in real time with the March for Babies app for your iPhone® or Android™ device.

2 Social media

Reach out to your Facebook friends, Twitter followers and LinkedIn connections for support and for help spreading the word. Another smart strategy: thank donors by tagging them publicly on social media. It's the right thing to do, and a great reminder to those who haven't donated yet.

3 In person

It's easy to ignore an email, but harder to say no in person. Many people ask for support from the local merchants they frequent and even their service providers! For family teams, get your children involved.

4 Letters

A letter shows you've made an effort and also serves as a physical reminder. Ask for a check donation when reaching out to people who may not be comfortable making an online donation.

5 Supporters

From your dry cleaner and dentist to hair cutter and auto mechanic, service providers can be a major part in helping our team achieve its fundraising goal. Think of all the people you do business with and ask them to support your team.

Matching gifts

Many companies will match donations given to the March of Dimes by employees. Check with your donors to see if their company offers matching gifts.

online fundraising

We remember you!


If you've participated before, sign in from the top right-hand corner on **marchforbabies.org** and you're ready to join your team.

1 Find your team

Log on at **marchforbabies.org** and you will see your blue team dashboard. Click on your team page.

2 Create your profile

Fill out the fields and click "register now." We'll send you an email confirmation. It has your login information, so it's a good idea to print or save it.

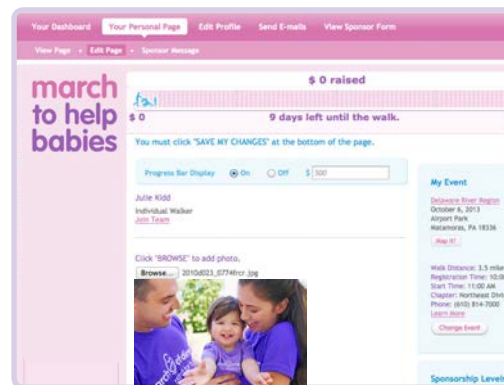


3 Customize your page

Click the "Your team page" and then "Edit page." Here you can:

- Update your goal
- Add your photo
- Add a fundraising message

Check out a video for more details on how to do this by going to:



http://marchforbabies.org/youTubeEmbed/p.html?intcmpgn=PRV_MFB_MRQ_WATCHVIDEO

Get the app!

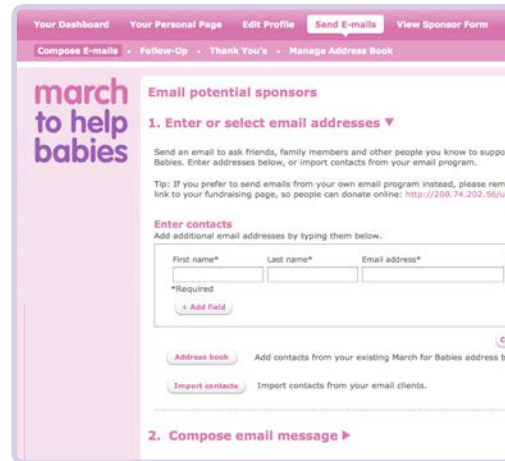
Did you know there is a March for Babies app for your iPhone® or Android™ device? This is a great way to make your fundraising easier and take it with you!

4 Make your donation

Start by making your own donation. Now you're already on your way to reaching your goal! Not starting from zero will inspire your team as well as friends and family to also give.

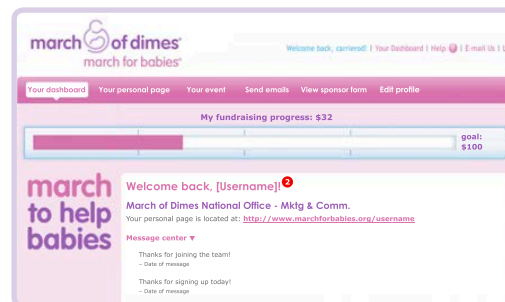
5 Send out emails

Click "Send Team emails" from your dashboard. Import or type in your email addresses and compose your message. Come back to send follow-up and thank-you emails. You'll find sample emails that you can use as is or change in the toolbox on marchforbabies.org/families.



6 Track your progress

When you receive a donation, we will send you an email. Visit your dashboard regularly to check on your progress.



How to easily raise \$300 (or more):

\$50 – ask two family members for \$25.

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\$200 – ask five co-workers to sponsor you for \$20 each and ask your boss for \$100.

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Need help?

Check marchforbabies.org/familyteams for information, tips and other resources. Plus, you can always contact your local chapter for ideas.